

DIRECTORY FOR ADVERTISERS
WILL BE PRINTED TO-DAY
ON PAGE 14, COLUMN 7.

MAIN OFFICE,
HERALD SQUARE.

HERALD BRANCH OFFICES
For receiving advertisements and sale of papers:
DOWNTOWN OFFICE—NO. 23 PARK ROW.
UP-TOWN OFFICE—NO. 100 WEST 125TH ST.
BROOKLYN OFFICE—NO. 465 EAST 14TH ST.
BOSTON OFFICE—NO. 100 WEST 125TH ST.
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BOSTON OFFICE—NO. 100 WEST 125TH ST.
BROOKLYN OFFICE—NO. 465 EAST 14TH ST.

WASHINGTON BUREAU—No. 1,602 H
St. N. W.

Herald advertisements will also be received at office rates at the following places of business in this city and elsewhere.

PHILADELPHIA.
The North American, Broad and Sansom sts.
Advertisements for the North American received at the Herald office at regular rates.

BALTIMORE.
The Sun, Sun Square.
Advertisements for the Sun received at the Herald office at regular rates.

NEW YORK.
S. A. GARSON, Stationer, 36 Columbus av.
I. SOHVAL, Pharmacy, 750 5th av.

NEW YORK HERALD COMPANY, Owner.
Address Herald Square, Borough of Manhattan, City of New York.

JAMES GORDON BENNETT, President.
Address Herald Square, Borough of Manhattan, City of New York.

WILLIAM JAY, Vice President.
Address Herald Square, Borough of Manhattan, City of New York.

ROBERT W. CANTLER, Secretary.
Address Herald Square, Borough of Manhattan, City of New York.

ABRAHAM K. CLEVELAND, Treasurer.
Address Herald Square, Borough of Manhattan, City of New York.

PERSONAL.
BROTHER MOE—Would very much like to see SAM.
DAD—Please come home. Think of my position.
F—Ambiguous: write me general delivery, Brooklyn; sign name.
PAUL—If JOHN PAUL, the brother of MRS. PAUL, is still alive, or his representative if he is dead, will communicate with the subscriber, who will hear of something to do with some years ago. Mr. Paul belonged to Glasgow, Scotland, and is believed to have returned to some years ago. Mr. Paul belonged to Glasgow, Scotland, and is believed to have returned to some years ago.

Europe.
"Personal" advertisements of interest to Europeans or to Americans residing abroad will be republished without extra charge in the European edition, and such advertisements will be cabled to the European edition, if desired by the advertiser, on payment of cable tolls.

Personal Advertisements—80c. line daily or Sunday.

LOST AND FOUND.
LOST.
LOST—Gold ring head silver pin, January 19, between 100 Columbia Heights, Brooklyn, and Barclay st., ferry, via Pineapple st., Brooklyn. Reward if returned to 100 Columbia Heights, Brooklyn. Reward if returned to 100 Columbia Heights, Brooklyn.

LOST.
LOST—Practical Pin, plain gold and black, diamond shaped, between 100 and 1100, either on street or Broadway, near Sunday morning. Reward if returned to 100 Columbia Heights, Brooklyn. Reward if returned to 100 Columbia Heights, Brooklyn.

LOST.
LOST—Sunday, two solitaire diamonds, one marked "R. L. L." title station, Jersey City, 22d st., ferry, via Pineapple st., Brooklyn. Reward if returned to 100 Columbia Heights, Brooklyn. Reward if returned to 100 Columbia Heights, Brooklyn.

LOST.
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LOST AND FOUND.
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Found—January 21—Interborough Rapid Transit Co.'s lines. Ask Lost and Found Department, 4 Morris st. Ask Lost and Found Department, 4 Morris st.

ADVERTISEMENTS.
THE LAW.
A person who has lost property under circumstances which give him knowledge or means of acquiring it, or to the true owner, or to another person who is entitled to his own use, or to the use of the property, without having first made every reasonable effort to find the owner and restore the property to him, is guilty of larceny. New York State Penal Law.

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EDITORIAL.
"What carried Peary to the North Pole?" "A ship, to be sure," exclaims some matter of fact gentleman. Reader, it was STICK-TO-IT-IVENESS.

What made the Wanamaker Store enforce the One-Price System, in the face of opposition from all sides by merchants who reaped unlawful profits by the prevailing bargain methods? STICK-TO-IT-IVENESS.

What finally prevailed upon the public to recognize the benefits of the Wanamaker principles of return of goods if unsatisfactory and a square deal all round STICK-TO-IT-IVENESS.

The same stick-to-it-iveness that built the solid foundations for the Philadelphia mother store, and raised up the four high granite walls upon it, has for the last fifteen years been operating in New York at Tenth and Broadway.

What it has accomplished is extraordinary. Best of all, it is making hitherto untouched records each day in the assembling of new and wanted merchandise, in the presentation of exclusive fashions and in the steady improvement of service and equipment to meet the hourly increasing duties of the house.

JOHN WANAMAKER, formerly A. T. Stewart & Co., Broadway and Fourth Avenue, Eighth to Tenth Street.

The Fur Salons
Will Offer Tomorrow, Wednesday, White Fox Furs In New Styles at Very Low Prices

Instead of packing away the choice pieces left from his season's orders, the furrier, a specialist in white fox, decided to sacrifice profit now, and follow our example of starting each year with entirely new stocks. These muffs and neckpieces may be bought separately or in sets.

Prices start at \$20 for either scarf or muff. Second floor, Old Building.

Beginning Wednesday—Men's Shirts at \$2
Of Imported Custom Fabrics

—The very shirts for which we should have to ask \$4 to \$5 if made to your measure.

They are made by our own custom tailors, with every whit of style and care that mark our made-to-measure shirts.

French, Scotch and English fabrics—madras and percales predominating—our exclusive importations.

This is merely our way of making room for the Spring shirtings soon to be placed on display. Burlington Arcade floor, New Building.

In the Auditorium
2 P. M. Each Day This Week
Mrs. Marshall Bruce, Contralto
Mr. William Roy, Violinist
Mr. Alexander Russell
at the Piano and Organ

"Are the Spring Hats of Taffeta Becoming?"
"Yes, Madame, most becoming, and very chic we think you will find them. Will you not see for yourself? Trying them on is the only way to see, and we shall be glad to give you every attention. You may see here all the new things that Paris likes the best."

Marcelle Denay Millinery Salons, Second floor, Old Bldg.

Wanamaker Opera Slippers
The art of making dainty evening slippers for women is a special art apart from the making of fine shoes.

We have skilled workers who do nothing else, who understand the fine points of choosing a satin that cleans well and wears well, of attaching the buckles so that they will add to the beauty of the foot-line, of putting on bows and rosettes so that the slippers have individuality.

Evening slippers made to order to match gowns for \$6 a pair up. Ten days' time will be required.

Some of the finest Wanamaker evening slippers are now on exhibition in the Burlington Arcade, New Building, as well as in the Exclusive Boot Shop of the Women's Building.

Stern Brothers
ARE NOW SHOWING ADVANCE SPRING MODELS OF Imported Gowns, Lingerie Dresses and Tailor-made Suits

from which orders will be accepted for a limited period, at the following Specially Reduced Prices:

Gowns, from \$85.00 Upwards
Tailor-made Suits, of the newest fabrics, " 69.50 Upwards
Riding Habits, of the most desirable materials, including Linens for Southern Wear, " from 33.50